



MINNESOTA COUNCIL
ON FOUNDATIONS

a community of grantmakers

2011 SPONSORSHIP AND GRANT OPPORTUNITIES



MINNESOTA COUNCIL
ON FOUNDATIONS

2011 Outlook Program

MCF Philanthropy Conferences

- Community/Public Foundation Conference
- Corporate Conference
- Family/Independent Foundation Conference

Essential Skills and Strategies

Annual Meeting of Members

Grantseeking for Beginners Seminars

Giving Forum: 2011 Issues

- Winter:
Disparities in Minnesota: Philanthropy's Role in Closing the Gaps
- Spring:
Diversity and Inclusion in Philanthropy
- Summer:
Impactful Giving and Getting: How To's for Grantmakers and Grantseekers
- Fall:
Private Independent Foundations: Grantmaking Movers and Shakers

2011 Grant Opportunities: Diversity and Inclusion

Sponsorship Form

Find these 2011 Sponsorship Program materials at www.mcf.org/MCF/sponsor



2011 OUTLOOK PROGRAM

MCF surveys its members annually to assess their grantmaking outlook for the coming year and other trends in philanthropic giving. In response to the economic downturn, MCF has also offered a program for nonprofits and foundations to discuss the findings from the annual *Outlook Report*. In 2011, MCF will offer another Outlook Program as a demonstration of our ongoing commitment to transparency and accountability in the philanthropic sector.

In addition to discussing the survey results, a panel of funders will reflect on how the field has changed since the recession, the adjustments they have made within their foundations to come to terms with the new reality, and what this means for their grantmaking moving forward. This program is a one-of-a-kind opportunity for nonprofits to hear about their 2011 funding prospects straight from the grantmakers themselves.

Program Date and Sponsorship Deadline

January 27, 2011

Wilder Foundation, St. Paul

Sponsorship Deadline: January 7, 2011

Sponsor Levels and Benefits:

	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
<u>Logo and name featured:</u>			
Member e-mail promotion	✓	✓	✓ (name only)
Member e-newsletter announcements (name only)	✓		
Program web page	✓	✓	✓ (name only)
Meeting materials	✓	✓	✓ (name only)
Welcome and introduction of speaker	✓		
<u>Complimentary registrations</u>	2	2	1



MCF PHILANTHROPY CONFERENCES

In 2008, MCF offered three one-day, high-quality and in-depth conferences for corporate, community/public, and family foundations. Based on the positive feedback we received, MCF will offer conferences by foundation type again in 2011. These events will be highly attended and visible, offering great sponsorship opportunities for members and others who provide support and professional services to them.

Each conference will be planned by a member committee and will include notable keynote speakers, breakout sessions and time for networking. In 2011, the conferences will be designed around the theme *Effective Outcomes for Communities*. The planning committees will have the opportunity to reflect on what this theme means for their foundation types in order to create contextual, relevant and rich conferences.

Approximately 75 - 100 participants are expected to attend each conference.

Program Dates and Sponsorship Deadlines

Community/Public Foundation Conference

March 17 and 18, 2011

St. Cloud, MN

Sponsorship deadline: January 31, 2011

Corporate Conference

June 2011

Location TBD

Sponsorship deadline: April 15, 2011

Family/Independent Foundation Conference

September 15 and 16, 2011

Location TBD

Sponsorship deadline: July 15, 2011

Sponsor Benefits:

	PREMIER \$10,000	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
<u>Named overall sponsor</u>	✓			
<u>Sponsor and give welcome and/or introductions</u>	✓	✓		
<u>Logo and link on MCF conference web pages</u>	✓ (all pages)	✓ (sponsor page)	✓ (sponsor page)	✓ (sponsor page)
<u>Mention in materials:</u>	Name & logo	Name & logo	Name & logo	Name only
Invitation/ brochure	✓	✓		
E-mail promotion	✓			
Event packets, signage	✓	✓	✓	✓
<u>Marketing brochure in packets</u> (provided by sponsor)	✓	✓		
<u>Complimentary registration</u>	3	2	2	1

For more information:

Contact Stephanie Jacobs, 612.335.3556, sjacobs@mcf.org.



ESSENTIAL SKILLS AND STRATEGIES

Essential Skills & Strategies (ESS) is a comprehensive educational program to help familiarize new and up-and-coming grantmakers to the foundation world and the field of philanthropy. The program is also a great refresher for funders who want to learn the latest in grantmaking tools and techniques. The curriculum for ESS was developed by the Council on Foundations and the Forum of Regional Associations of Grantmakers. Taught by expert trainers and endorsed by philanthropic groups and foundation staff around the country, ESS is the perfect sponsorship opportunity for funders who care about professional development in the field of philanthropy.

The sessions are designed to provide grantmakers with the knowledge, insight, skills, and tools to be effective in their work. Offered in a retreat setting, ESS allows participants the time and space to immerse themselves in the workshop material. Participants will also cultivate professional relationships with colleagues for future support and sharing. As an ESS sponsor, you can help provide new and seasoned grantmakers a solid grounding in the field of philanthropy.

Program Dates and Sponsorship Deadline

April 14 and 15, 2011

Gainey Conference Center, Owatonna, MN

Sponsorship Deadline: February 11, 2011

Sponsor Levels and Benefits:

	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
<u>Logo and name featured:</u>			
Promotional postcard	✓	✓	✓ (name only)
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Member e-newsletter announcements (name only)	✓		
Program web page	✓	✓	✓ (name only)
Meeting materials	✓	✓	✓ (name only)
Welcome and introduction of speaker	✓		
<u>Complimentary registrations</u>	2	1	1

**For more information:
Contact Stephanie Jacobs, 612.335.3556, sjacobs@mcf.org.**



ANNUAL MEETING OF MEMBERS

The 2011 Annual Meeting of Members will bring together trustees and staff of foundations and corporate giving programs from across the state of Minnesota.

Marketing efforts will reach over 1,900 individuals including staff members, directors and trustees of MCF organizations.

Program Date and Sponsorship Deadline

November/December 2011

Location TBD

Sponsorship Deadline: August 1, 2011

Sponsor Benefits:

ANNUAL MEETING	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,000
Logo and name featured:			
Print invitation	✓	✓	✓ (name only)
Member electronic promotion	✓		
Annual Meeting web page (with link)	✓	✓	✓ (name only)
Meeting materials and signage	✓	✓	✓ (name only)
Annual Meeting welcome and introduction of speaker	✓		
Complimentary registrations	2	2	1

**For more information:
Contact Bill King, 612.335.3557, bking@mcf.org.**



GRANTSEEKING FOR BEGINNERS SEMINARS

Each year MCF provides a comprehensive introduction to the basics of grantwriting to approximately 400 grantseekers at seminars around the state. MCF has sold out these popular workshops for more than 15 years.

A highly regarded source of information and knowledge about grantmaking and the grantseeking process, each program features an interactive presentation with a leading expert on researching and writing grant proposals, plus a panel discussion with Minnesota grantmakers.

- Approximately 100 development and fundraising professionals attend each grantmaking seminar.
- More than 10,000 people in Minnesota's philanthropic and nonprofit fields receive promotional mailings, including MCF's *Giving Forum* newspaper, a promotional postcard and electronic publications.

Seminar Dates and Sponsorship Deadlines

April 27, 2011

Wilder Foundation, St. Paul

Sponsorship Deadline: February 15, 2011

July 27, 2011

Hampton Inn, Bemidji, MN

Sponsorship Deadline: May 15, 2011

November 16, 2011

Wilder Foundation, St. Paul

Sponsorship Deadline: September 15, 2011

Sponsor Levels and Benefits:

GRANTSEEKING SEMINARS	SPONSOR \$5,000	PARTNER \$3,000	SUPPORTER \$1,500
<u>Sponsorship recognition with logo and name:</u> Includes all print marketing materials, program web page, e-mail promotions, program agenda	✓		
All seminars	✓		
Two seminars		✓	
One seminar			✓ (name only)
<u>Opportunity to welcome attendees and introduce program</u>	✓	✓	
<u>Marketing piece inserted in attendee packet</u> (provided by sponsor)	✓	✓	

For more information:

Contact Stephanie Jacobs, 612.335.3556, sjacobs@mcf.org.

Giving Forum

Giving Forum is a unique source of information on a topic essential to nonprofits: grantmaking. Published quarterly, *Giving Forum* features original in-depth articles that explore current giving issues, perspectives of Minnesota funders, and research conducted by MCF.

Popular sections in each issue include: online resources, funding trends, staffing changes, professional development opportunities, recent grant awards, and grantmaking news.

Wide Readership

Giving Forum's 16,500 recipients include managers and staff of a wide range of nonprofits, including education, youth, health and human services, public policy, arts and culture, the environment, international affairs and religious organizations; all leaders and staff of Minnesota's top foundations and corporate giving programs; nonprofit sector consultants; government officials; and other community leaders.

Giving Forum Sponsorships

MCF's *Giving Forum* publication provides valued, trusted content. Associating your brand with ours is an excellent investment for anyone marketing to nonprofits and grantmakers in Minnesota.

Issue Date	Materials Deadline	Publication Date
Winter	December 1	January
Spring	March 1	April
Summer	June 1	July
Fall	September 1	October

For more information:
Contact Wendy Wehr, 612.335.3597, wwehr@mcf.org.

Sponsor Benefits

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Front-page recognition in sponsored issue	Name, logo & brief description	Name & logo	Name only
Complimentary <i>Giving Forum</i> ad	1/4 page (with one spot color or orange or blue)	1/8 page (with added orange or blue)	Business card ad
Complimentary copies of <i>Giving Forum</i> issue	50 copies	30 copies	10 copies
Web recognition on <i>Giving Forum</i> pages on mcf.org	Logo	Logo	Name only
E-newsletter recognition in <i>MCF Notes and Giving Memo</i> issues that highlight <i>Giving Forum</i>	Logo	Name only	



GIVING FORUM

Family Philanthropy: Deepening Connections, Building Legacies, Strengthening Shared Values

BY CHRISTINE MURKAMI MOONAN

The classic saying, "You can choose your friends, but you can't choose your family," sometimes evokes a negative connotation. But, families engaged together in philanthropy often cite the opposite. Because they are family, their collective commitment to making a difference is not only a positive—often challenging—experience, but it yields impact that strongly underscores family roots, traditions and values and is deeper and more enduring than giving individually.

Family philanthropy usually starts with one or two relatives intentionally choosing to do more with their assets than simply enrich their own family. They then seek the help and involvement of those who are closest to them, who best understand the family, and who have the biggest stake in ensuring their intentions are carried out.

Here in Minnesota, family members and staff from the Canby Foundation, the George Family Foundation, the Grotto Foundation, the Marbrook Foundation, The Jay and Rose Phillips Family Foundation, and the John P and Eleanor R. Yackel Foundation are giving examples of their relationships beyond the everyday details of family life. It helps them clarify what they value, envision their place in the broader community, and extend their ability to create positive, lasting change beyond the branches of the family tree and out into the wider world.

Writing Checks Was Just the Beginning: The George Family Foundation

With no granddaughters who were ministers, Penny George grew up understanding the importance of giving to others. As her husband, Bill, continued at the helm of Medtronic for 13 years, they saw their wealth grow as did Medtronic's stock. "Bill and I both knew, though, that this money should serve more than just our family," George explains.

After former Medtronic CEO Win Wells and his wife, Minnie, established a family foundation, the Georges were inspired to do the same in 1992. In the beginning, Penny George, the foundation's president, says they wrote checks without giving much thought to what the impact would or could be. "It wasn't until I got breast cancer in 1995 and we started working with professional advisors, that we started to think more strategically. If we could do anything and be successful, what would we want to accomplish?"

"At the same time," adds Cagle Ober, the foundation's executive director, "assets grew, and the responsibility became greater. The Georges could have just written big checks to their favorite charities, but the reality of what they had to give away led them to look strategically at addressing community needs. Christines were the realist who knew these needs are until we really dig in." At the foundation transferred, so did George's self-image. "I never would have

Extraordinary Growth of Family Foundations

Family foundations are private foundations in which the original donor or the donor's family members have substantial role in governance. Here is a snapshot of the field nationally, as reported in "Key Facts on Family Foundations," published by the Foundation Center in April 2010:

- More than 38,000 governing family foundations existed in the U.S. in 2008.
- Of those, 38 percent were created since 2000, 40 percent in the 1990s, 13 percent in the 1970s, and 9 percent in the 1950s and earlier.
- Between 2007 and 2008, giving by U.S. family foundations rose 14.4 percent, compared to a 3.4 percent increase for all foundations. (Excluding the Bill and Melinda Gates Foundation, by far the largest family foundation, giving rose 11.4 percent.)
- Giving by U.S. family foundations in 2008 totaled \$21.1 billion.
- Only four percent of U.S. family foundations reported less than \$1 million in assets in 2008.
- The largest family foundation in Minnesota was The McKnight Foundation, which ranked 118th nationally in total family foundation giving in 2008, awarding \$99.5 million in grants.

See "Giving Trends" on Page 3 for data on Minnesota's most family foundations.

applied the word 'philanthropy' to myself when we began," she reflects. "I was giving money away, but now we're really thinking about what we want to change in society and doing our best to steward resources for the common good."

In 2009, the George Family Foundation granted nearly \$2.6 million. Its primary interest areas are integrative health and healing, leadership, opportunity, and community.

Realigning to Address Today's Greatest Needs: The Marbrook Foundation

After 26 years led by Conley Brooks Jr., the Marbrook Foundation used its leadership transition not only to educate a new generation of family members on how the foundation operates, but to examine if its grantmaking was as effective as it could be. "We're a relatively small foundation," notes Julie Zelle, chair of the board of trustees, "so we need to get the biggest bang for our buck." The trustees spent months asking Twin Cities leaders about current and future community needs. "We kept hearing the same thing: The face of the Twin Cities is changing, the number of immigrants and refugees is increasing, and schools, social services and other areas are not equipped," Zelle explains. "This informed feedback really defined our new focus."

"We didn't move away from our traditional five pillars of support—arts, education, environment, social services, and body/mind/spirit," she continues. "But in 2009, we began to look at organizations, both familiar and new to us through a new lens: How does each program or proposal help create equal opportunities for local immigrant and refugee communities?"

Thanks to Our Sponsors!



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***Giving Forum* 2011 Editorial Calendar**

Winter 2011: Disparities in Minnesota: Philanthropy's Role in Closing the Gaps

Minnesota enters the second decade of the 21st century in the midst of wide-ranging and deep challenges in education, employment, housing, the environment and health. And these only scratch the surface. All of us – from our new governor and the legislature to the nonprofit and private sectors – are facing painfully tough choices. What does philanthropy bring to the table? What is the role of grantmakers in shaping solutions to the mounting disparities in our state?

This issue of *Giving Forum* will highlight how Minnesota funders are drawing on their resources, creativity and boldness to help resolve these daunting issues. Also featured will be MCF's just-released research on grantmakers' 2011 outlook, examining how they anticipate their giving and other activities will be affected by the slow economic turn-around and the challenging nonprofit landscape.

Spring 2011: Diversity and Inclusion in Philanthropy

Above all, grantmakers want to be effective. Striving for and – more importantly – achieving diversity and inclusion in philanthropy has been heralded nationally and locally as key to more effective grantmaking. But what does this mean, and what does it look like?

This issue of *Giving Forum* will feature MCF's highly anticipated five-year research study "Working Toward Diversity and Inclusion" and focus on perceptions, realities and best practices of Minnesota grantmakers. Research findings and grantmaker interviews will reveal where the sector has been, is now and wants to be, and how grantmakers envision reaching their and the community's goals.

The issue also will highlight insights from grantmakers who model inclusive practices and have had real success in actively leveraging diversity and inclusion to build strong organizations and ultimately achieve better outcomes in the community.

Summer 2011: Impactful Giving and Getting: How To's for Grantmakers and Grantseekers

Giving away money is easy – NOT! Determining values, establishing effective processes, and making strategic, impactful grantmaking decisions are extremely challenging. And as resources become increasingly tighter while societal needs grow, grantmaking absolutely needs to be more effective, more efficient and more intentional.

This issue of *Giving Forum* will examine all the nuts and bolts of effective grantmaking. From establishing clear, meaningful grant guidelines to adopting new mission-related investment tools that capitalize on the other 95 percent of their assets, grantmakers need to reassess every method to maximize outcomes. The issue also will feature strategies that funders and nonprofits can engage in together to expand the reach of grant dollars. Readers will find answers to nonprofits' most-pressing questions, access first-person accounts from program officers and other funding decision makers, and look behind-the-scenes at Minnesota grantmaking.

Fall 2011: Private Independent Foundations: Grantmaking Movers and Shakers

Of the nearly 1,500 foundations in Minnesota, about 85 percent are private family and independent foundations. Of these, most are family grantmakers – organizations in which the original donor or donor's family is still involved. So the number of private independent foundations is small, but their philanthropic impact is huge.

The largest foundation in Minnesota is now the newly formed Margaret A. Cargill Foundation, a private independent foundation with assets exceeding \$1.9 billion. Other notable independent grantmakers are the Bush, Otto Bremer, Northwest Area, Blandin, F.R. Bigelow, Jerome and Hardenbergh foundations, which are all among the largest Minnesota grantmakers ranked by assets. The W.K. Kellogg and John S. and James L. Knight foundations, also MCF members, are examples of private national foundations.

This issue of *Giving Forum* will delve into what inspired the creation of these and other private foundations, how their missions are relevant today, the recent impact of their work, the legacy they hope to create, and what differentiates them from other grantmakers.



2011 GRANT OPPORTUNITIES: DIVERSITY AND INCLUSION

Addressing issues of race, diversity and inclusion in the field of philanthropy has been a high priority for MCF since the late 1980s. In 2011, MCF will continue to commit to leadership strategies that enhance grantmaker impact and effectiveness through active promotion of inclusive practices. To pursue these strategies, MCF seeks member financial support for the initiatives described below.

“WORKING TOWARD DIVERSITY AND INCLUSION” RESEARCH REPORT: PRODUCTION

Data for the five-year research project were collected and analyzed in 2010. In early 2011 a final report will be created to summarize the comprehensive research findings – including current diversity and inclusivity policies, procedures and practices of MCF members, and aggregated information on staff and Board demographics – plus provide new practice recommendations to members. The report will be written, produced and distributed to members, colleagues in the field of philanthropy, and community members. Grants of any size are sought to help fund the design, printing and distribution of the report.

DIVERSITY AND INCLUSION ACTION GUIDES: DEVELOPMENT AND PRODUCTION

In tandem with the release of the “Working Toward Diversity and Inclusion” Research Report, MCF plans to develop action guides that MCF members can use to carry out recommendations from the research. The guides will identify specific strategies related to the four roles of grantmakers as identified in the MCF Diversity Framework: funders, employers, economic entities and community citizens. Grants of any size will help support development and production of action guide content, exercises, workbooks and other hands-on materials.

DIVERSITY AND INCLUSION PROGRAMMING: PLANNING AND IMPLEMENTATION

A major grantmaker convening is planned for April 2011 to thoroughly examine the “Working Toward Diversity and Inclusion” research report and its local and field-wide implications. This program will be followed by a year-long series of programs that will provide opportunities for MCF members to translate research results and recommendations into practice. Programming may include such topics as: building effective partnerships in diverse communities; developing inclusive board and staff leadership, working with grantees to advance diversity and inclusion, addressing disparities through intentional grantmaking, or others. Grants of any size are sought to sponsor program development and implementation costs.

For more information:

Wendy Wehr, 612.335.3597, wwehr@mcf.org; or Steph Jacobs, 612.335.355, sjacobs@mcf.org



2011 OUTLOOK PROGRAM

- Sponsor** (\$5,000) **Partner** (\$3,000) **Supporter** (\$1,000)

MCF PHILANTHROPY CONFERENCES

Choose one:

- Community/Public Foundation Conference
 - Corporate Conference
 - Family/Independent Foundation Conference
- Premier** (\$10,000)
Choose one:
- Sponsor opening address
 - Sponsor luncheon speaker
- Sponsor** (\$5,000)
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ESSENTIAL SKILLS AND STRATEGIES

- Sponsor** (\$5,000) **Partner** (\$3,000) **Supporter** (\$1,000)

ANNUAL MEETING OF MEMBERS

- Sponsor** (\$5,000) **Partner** (\$3,000) **Supporter** (\$1,000)

GRANTSEEKING SEMINARS

- Sponsor** (\$5,000) (all three seminars)
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- Supporter** (\$1,500) (choose one below)
- Grantseeking for Beginners – St. Paul (April 27, 2011)
 - Grantseeking for Beginners – Bemidji (July 27, 2011)
 - Grantseeking for Beginners – St. Paul (November 16, 2011)

GIVING FORUM

Choose one:

- Winter Issue: Disparities in Minnesota
- Spring Issue: Diversity and Inclusion
- Summer Issue: Impactful Giving and Getting
- Fall Issue: Private Independent Foundations

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2011 GRANT OPPORTUNITIES: DIVERSITY AND INCLUSION

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